



Station Order Revised Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Wednesday, August 22, 2012 to Sunday, August 26, 2012

Estimate ID

11644

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Total
				Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WAVY 5a News	EM	M-F	\$500.00	1					1
5:00 AM 6:00 AM		30	\$500.00						
WAVY 6a News	EM	M-F	\$1,500.00		1				1
6:00 AM 7:00 AM		30	\$1,500.00						
Today Show	EM	M-F	\$1,500.00			1			1
7:00 AM 9:00 AM		30	\$1,500.00						
Saturday Today	EM	Sa	\$800.00				1		1
8:00 AM 10:00 AM		30	\$800.00						
Days of Our Lives	DT	M-F	\$300.00	1					1
1:00 PM 2:00 PM		30	\$300.00						
Anderson Cooper	EF	M-F	\$250.00			1			1
4:00 PM 5:00 PM		30	\$250.00						
WAVY 5p News	EN	M-F	\$900.00	1					1
5:00 PM 5:30 PM		30	\$900.00						
WAVY 5:30p News	EN	M-F	\$900.00		1	1			2
5:30 PM 6:00 PM		30	\$1,800.00						
WAVY 6p News	EN	M-F	\$1,500.00	1	1				2
6:00 PM 7:00 PM		30	\$3,000.00						
Ent Tonight	PA	M-F	\$900.00	1					1
7:00 PM 7:30 PM		30	\$900.00						
Dateline	PT	F	\$1,000.00			1			1
10:00 PM 11:00 PM		30	\$1,000.00						
WAVY 11p News	LN	M-F	\$1,200.00			1			1
11:00 PM 11:35 PM		30	\$1,200.00						

Chris Vail

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		Length			Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
Tonight Show	LF	M-F		\$500.00		1				1
11:35 PM 12:35 AM		30		\$500.00						
Station Gross Totals				\$14,150.00	5	4	5	1		15

Chris Vail

Media Strategies and Research

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